

Customer Discovery Interview

Use one sheet per conversation - aim for at least 15 interviews.

Date:

Area / town:

Customer type (homeowner, small office, landlord, etc.):

1 What cleaning do you currently do or outsource?

2 What is frustrating about your current arrangement?

3 Which tasks are most important to you?

4 How often would you realistically book a cleaner?

5 What would you expect a dependable cleaner to do?

6 What would make you trust a new cleaning company?

7 What price or monthly budget feels realistic to you?

8 Would you consider a paid trial? Why or why not?

☐ Yes - willing to try a paid pilot

☐ Maybe

☐ No

Do not record sensitive property access codes or private personal details. Seek permission before following up.